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Job details

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Bulletin Number	3377BR
Type of Recruitment	Open Competitive Job Opportunity
Department	Registrar-Recorder/County Clerk
Position Title	PUBLIC INFORMATION OFFICER II
Additional Title	APPLICATIONS MUST BE FILED ONLINE ONLY. APPLICATIONS SUBMITTED BY MAIL, FAX, OR IN PERSON WILL NOT BE ACCEPTED.
Exam Number	E1601B
Filing Type	Standard
Filing Start Date	04/16/2012
Filing End Date	04/27/2012
Filing End Time	5:00 pm PST
Salary Type	Monthly
Salary Minimum	4952.36
Salary Maximum	6495.18
Position/Program Information	<p>Develops, organizes, and coordinates a comprehensive public information program for a County department. Positions allocable to this class report to a higher supervisor and have immediate responsibility developing, organizing, and coordinating major public information programs for a large County departments where there is a continuing need to gain public support and acceptance of departmental activities and programs concerning highly controversial issues.</p>
Essential Job Functions	<p>Attends top management staff meetings and advises on the timing of interviews, speeches, and policy statements, and the overall public relations program.</p> <p>Establishes the objectives of the department's information program and develops the corresponding techniques and procedures; Develops and updates departmental style guide and media contract list.</p> <p>Analyzes the extent of public understanding of the department's programs and determines the need for further public information and educational activities.</p> <p>Reviews legislative bills for news value and brings to attention of concerned departmental personnel.</p> <p>Develops and maintains an outlet through radio, television, the press and the internet social network sites for announcements of departmental programs and activities and develops material to be presented; Carries out department communication plan through the use of social media and interactive web content.</p> <p>Prepares and directs a staff in the preparation of publicity releases and feature articles on various phases of departmental activities.</p>

Plans and directs special events of a public relations nature.

Edits, from a public relations and a policy point of view, technical papers prepared by the technical staff.

Encourages and assists reporters and magazine writers in the development of special features and in the dissemination of Departmental information.

Prepares unreviewed correspondence in reply to inquiries, general complaints, and suggestions relative to the department's programs.

Composes a variety of general and special information pamphlets concerning various phases of departmental operations for distribution to the public.

Arranges radio and television appearances for departmental personnel and prepares relevant materials.

Arranges for speeches to be given by departmental personnel or personally makes speeches before various civic groups and other organizations.

Contacts and works with representatives of other agencies, both public and private, in disseminating information concerning departmental services and activities to maximize public utilization and benefit departmental services.

Arranges press conferences to promote public understanding of the programs administered by the department.

Reviews rough drafts of departmental reports, manuals, press release, and directives for proper composition and considers public relations implications; maintains an editorial review process.

Composes special articles concerning departmental programs or activities for publication in national magazines or newspapers as needed.

Attends or watches live television feed of Board of Supervisors meetings in an effort to keep abreast of new programs, particularly those affecting departmental operations that may require special attention to public relations.

Supervises staff critical to the operations of the department such as Media Web/Graphic Arts and Videography.

Provides support to the Division of Governmental and Legislative Affairs.

Consults with advertising agencies or staff to arrange promotional campaigns in all types of media for products, organizations, or individuals.

Serves as member of the Countywide Emergency Preparedness Committee and the Countywide Public Information Officers Organization.

Performs general operating duties but not limited to i.e., annual

portable equipment inventory, Internal Control Certification Program and Emergency Management Reporting Forms; maintains and updates Departmental public bulletin board.

Requirements

SELECTION REQUIREMENTS:

A Bachelor's degree from an accredited* college or university in Journalism, Communications, Public Relations, Marketing, Public Administration, or Political Science. **-AND-** Five years of paid, public relations experience including the writing and placing of news and feature articles for the various communication media within the past seven years.

Physical Class

Physical Class II: Light: Light physical effort which may include occasional light lifting to a 10 pound limit, and some bending, stooping or squatting. Considerable walking may be involved.

**License(s)
Required**

A valid California Class C Driver License or the ability to utilize an alternative method of transportation when needed to carry out job-related essential functions.

**Desirable
Qualifications**

Credits will be given to Desirable Qualifications listed below.

- A Master's degree or higher from an accredited* college or university.
- Demonstrated experience communicating and interacting with individuals of different backgrounds at various levels within and outside of an organization related to public information.
- Demonstrated experience in website development and in the development and implementation of complex marketing activities.
- Demonstrated experience in creating reports and scripts or speeches using various computer programs and/or office equipments for different news media or social network sites such as Facebook, Twitter, YouTube, and Myspace.
- Strong writing, analytical, data interpretation, problem solving and presentation skills.

**Special
Requirement
Information**

*In order to receive credit for any type of college degree, you **must** include a legible copy of the official diploma, official transcripts, or official letter from the accredited institution confirming successful completion of required course work **with your application at the time of filing.**

**Accreditation
Information**

***Accreditation:** Accredited institutions are those listed in the publications of regional, national or international accrediting agencies which are accepted by the Department of Human Resources. Publications such as American Universities and Colleges and International Handbook of Universities are acceptable references. Also acceptable, if appropriate, are degrees that have been evaluated and deemed to be equivalent to degrees from United States accredited institutions by an academic credential evaluation agency recognized by The National Association of Credential Evaluation Services or the Association of International Credential Evaluators, Inc. (AICE).

**Examination
Content**

This examination will consist of TWO (2) parts:

Part I: A Rating from Record evaluating the scope of your training and experience based on the application information, Desirable Qualifications, and Supplemental Information Form weighted 40%.

Part II: An interview covering training, experience, personal fitness and general ability to perform the duties of the position weighted 60%.

Candidates must achieve a passing score of 70% or higher on each weighted part of the exam in order to be added to the eligible list.

Applicants with disabilities who require special arrangements must provide the Recruitment and Selection Section with advance notice.

**Special
Information**

FINGERPRINTING AND SECURITY CLEARANCE:

Before a final appointment is made to this position, candidates are subject to security clearance which includes fingerprinting. An individual may be withheld from appointment, if he/she has a conviction record incompatible with the essential duties of the position for which he/she has applied. Any false statement or omission of material fact may cause forfeiture of employment rights. Information presented on employment applications, resumes and during the examination process is subject to verification. Disqualifying factors may include but are not limited to: felony convictions, certain job-related misdemeanor convictions, certain serious traffic convictions or patterns of traffic violations (e.g., 4 or more moving violations within the past 2 years, failure to appear, at-fault accidents, and driving under the influence), illegal use of certain controlled substances and/or poor employment history.

**Vacancy
Information**

The resulting eligible list for this examination will be used to fill a vacancy in the Department of Registrar-Recorder/County Clerk.

**Eligibility
Information**

The names of candidates receiving a passing score in the examination will be placed on the eligible list in order of their score group for a period of twelve (12) months from the date of promulgation.

Available Shift

Any

**Application and
Filing
Information**

INSTRUCTIONS FOR FILING ONLINE:

Applicants are required to submit a standard Los Angeles County Employment Application **online only** to be considered for this examination. Paper applications and/or resumes cannot be accepted in lieu of online applications, although resumes may be uploaded as attachments to online applications.

All applicants MUST complete the filing process ONLINE (via electronic submission). Applications will not be accepted by mail, fax, or in person.

Applicants must submit their application **AND completed Supplemental Information Form** by 5:00 p.m., PST, on the last day of filing. Applications received after 5:00 p.m., PST, on the last day of filing will not be accepted.

SUPPLEMENTAL INFORMATION FORM can be found at the following link:

http://file.lacounty.gov/dhr/ehr/cms1_176911.doc

We may close this examination without prior notice.

To apply online, click on the tab that says "Apply To Jobs" on the top or bottom of this page.

The acceptance of your application depends on whether or not you have **CLEARLY** shown that you meet the **SELECTION REQUIREMENTS**. Please fill out the application completely and correctly to receive full credit for any related education, training, and job experience. In the space provided for education, include the names and addresses of schools attended, titles of courses completed, dates completed, and number of credits and/or certificates earned. For each job held, give the name and address of your employer, your job title, beginning and ending dates, description of work performed, and salary earned. All information supplied by applicants is subject to verification. Applicants may be rejected at any stage of the selection process.

ALL APPLICANTS MUST ENTER A VALID SOCIAL SECURITY NUMBER AT THE TIME OF FILING. ENTERING ANYTHING OTHER THAN A VALID SOCIAL SECURITY NUMBER (I.E. 000-00-0000, 111-11-1111, etc.) WILL RESULT IN AN AUTOMATIC REJECTION OF YOUR APPLICATIONS.

For candidates who may not have regular access to a computer or the internet, applications can be completed on computers at public libraries throughout Los Angeles County.

All applicants must file their application online using their own user ID and password. Using a family member or friend's user ID and password may erase a candidate's original application record.

Candidates who apply online **must upload any required documents as attachments** during application submission or fax the supporting documents to (562) 462-1373 within five (5) business days of filing online or the last day of filing, whichever comes first. Please include your Name, Exam Number and the Exam Title on the faxed documents.

**County of Los
Angeles
Information**

View details regarding Employment Eligibility Information, Social Security Act of 2004, Records of Convictions, Veterans Preference Credit, Los Angeles County Child Support Compliance Program, Americans with Disabilities Act of 1990 and the California Fair Employment and Housing Act by clicking on the link below:

[GENERAL EXAMINATION INFORMATION](#)

OR

Visit <http://dhr.lacounty.info> to view the above information. Click on Career Opportunities' Tab, and then click on General Examination Information Tab.

Equal Employment Opportunity: It is the policy of the County of Los Angeles to provide equal employment opportunity for all qualified persons, regardless of race, religion, sex, national origin, age, sexual orientation, or disability.

All positions are open to qualified men and women pursuant to the Americans with Disabilities Act of 1990 and the California Fair

Employment and Housing Act.

The County will make reasonable accommodations.

**Department
Contact Name**

Maria Andrade

**Department
Contact Phone**

(562) 462-2844

**Department
Contact Email**

hrrecruitment@rrcc.lacounty.gov

**ADA Coordinator
Phone**

(562) 462-2276

**California Relay
Services Phone**

(800) 735-2922

Job Field

General Government Services/Other

Job Type

Professional

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